

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



64.39  
POT - GROWN

U. S. DEPARTMENT OF AGRICULTURE



# STRAWBERRY PLANTS

SUMMER AND FALL

1914



C. S. PRATT

SUNNYSIDE  
NURSERY ..

READING

MASSACHUSETTS



## How to Save a Whole Year on Strawberries



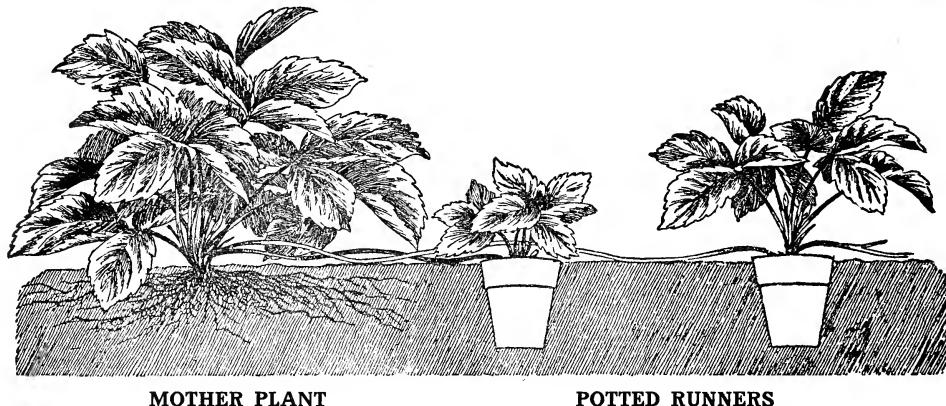
If you set out ordinary strawberry plants this September you will not get good strawberries until 1916, but if you set out Potted Plants you will have plenty of berries to eat next spring. The reason for this is that the potted plants have a perfect root system, while the ordinary ones suffer from the shock of transplanting.

If you set out an ordinary strawberry plant in the blazing hot sun of August it will come to nothing, but these potted plants will never know they were moved, or rather they will laugh at the chance to send their roots anywhere. Of course these potted plants cost more, but they are a perfect godsend because every year thousands of people who move to the country forget to plant strawberries in the spring or have no time to do so. Nowadays all the leading seedmen and nurserymen have midsummer catalogues offering potted strawberry plants for home planting.

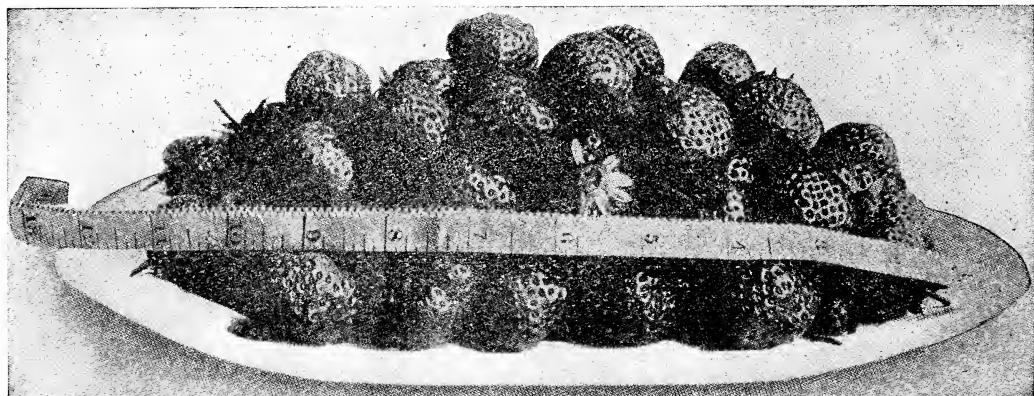


### POT-GROWN STRAWBERRY PLANT

as shown in illustration is much the best. The roots are all there, and good roots, too. If set out in Aug. or Sept. will produce a crop next June.



## Superb Everbearing Strawberry



SUPERB      Perfect Blossom

This is the largest and best everbearing strawberry now on the market. There never was a strawberry that is having the boom this one has. It is not only a fall-bearing strawberry but is equal to the best June strawberry to produce a crop of fruit at that time also. Plants set in April or May will bear the following August and continue to fruit till the ground freezes. The following spring and fall will give two crops more, making three crops in two years. Common June strawberry only one crop in two years.

Price 50 cts. per doz.; \$2.50 per 100. Pot grown.

**Productive** (P) Plants are very large. It makes plenty of runners which fruit the first year. Good size, light red, very firm. One of the most productive of the fall-bearing berries. Plants should not be set nearer than 30x18 inches. **50 cts. per doz.; \$3.00 per 100.**

**Sample** (P) There never was a variety put on the market that took a stand right in front of the procession and held it as long as the Sample. It is as fine now as when I first introduced it. It is one of the very best pistillate kinds in cultivation. The plant is large and

## Pratt's Summer and Fall Catalogue, 1914.

---

healthy and makes plenty of runners. However close to each other the plants may stand in the bed, every one will bear. The plant is well anchored by a great mass of roots which insure it against drought and frost. It is a great bearer of large, roundish berries, dark red to the centre, moderately firm, and of good quality. The fruit is large to the close of the season; late. Remember, I am headquarters for this berry, and you are sure of getting plants true to name. This is pistillate and must be planted with either King Edward or Hub.

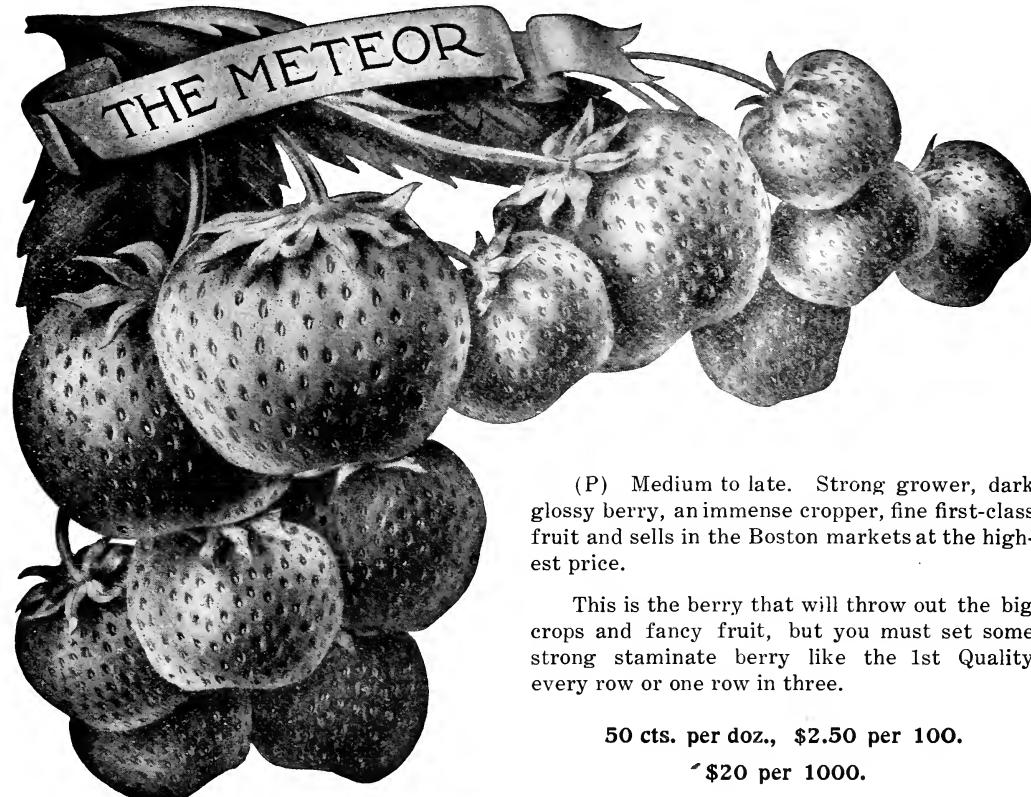
50 cts. per doz., \$2.50 per 100, \$20 per 1000.

**U. S. King Edward** (S) It is the rich man's berry, poor man's berry, lazy man's berry and the marketman's berry. If one wishes to grow the largest number of quarts to the acre, and has to sell at low prices, this is the berry to grow every time.

It is not one of those large, coarse, over-large berries, but of uniform size throughout the season; indeed, every berry looks as though they were all run in the same mould. They are a very attractive light scarlet color. A crate of this fruit is about as fine a thing as one could possibly ask for. The looks alone would sell them. They stand up great; a berry marketmen like to handle. The plant is a strong staminate variety and is just loaded with fruit. **Quarts, quarts, quarts**, as thick as cultivated cranberries. It is a **mortgage lifter**. Unfortunately there are two strawberries by this name, King Edward. One originated in England and the best one in America. You want the U. S. King Edward because it is the **best**.

Pot-grown Plants, 50 cts. per doz., \$2.50 per 100, \$20 per 1000.

## THE METEOR STRAWBERRY



(P) Medium to late. Strong grower, dark glossy berry, an immense cropper, fine first-class fruit and sells in the Boston markets at the highest price.

This is the berry that will throw out the big crops and fancy fruit, but you must set some strong staminate berry like the 1st Quality every row or one row in three.

50 cts. per doz., \$2.50 per 100.

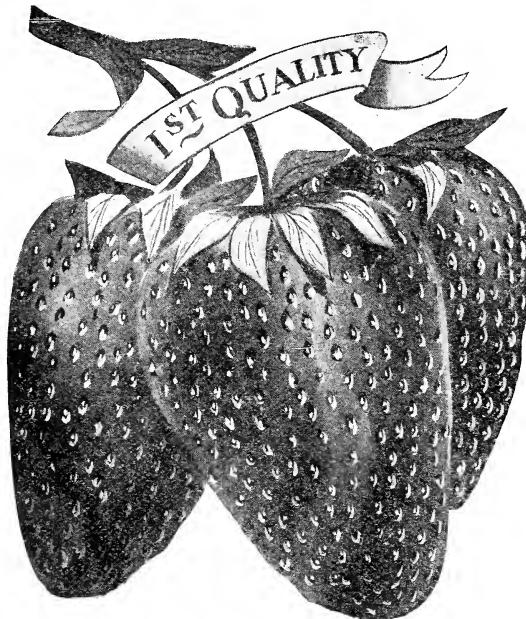
\*\$20 per 1000.

## Marshall Strawberry

(Per.) Noted for its very fine flavor and appearance. Not a productive variety at all, either in plants or fruit, but has the quality to make up. Every berry is a perfect one. The Marshall is a general favorite in many sections where a strictly fancy berry is in demand. I have the largest acreage in Marshall this season I have ever grown, as I have always been short of plants. I determined to try to grow enough to fill my orders for 1914, and think I have succeeded. I suppose that there are more plants of this berry potted and sold than every other variety combined. It is the finest family berry grown.

50 cts. per doz., \$2.50 per 100, \$20 per 1000.

## 1st Quality Strawberry



(S) It will surely take the place of the Marshall for a family berry. Will produce five times as much from the same space of ground as the Marshall. Great cropper, fine shape and colors well. This is the berry for your own use. Too good to sell but just right to give one's best friends. We have never heard of a person who did not immediately become enthusiastic over the 1ST QUALITY. There is something—that indescribable something—about its flavor that completely captivates the taste. And it is a flavor that grows in favor with every berry eaten. No one ever seems to tire of it. Always a treat when you are ready to eat. The more I see of this berry the better I like it. There is not a berry in existence that will begin to throw out the number of quarts from the same amount of ground as this will. The second year's fruiting the fruit will be nearly as fine as from a new bed.

50 cts. per doz., \$2.50 per 100,

## THE DIFFERENCE

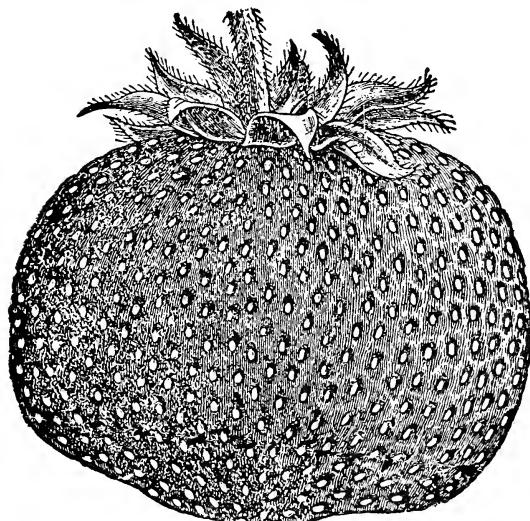
Potted Plants are not always pot-grown plants; there is a difference. I know of a seedsman who takes up layer plants in the spring, grown the season before, heals them in and early in July pots these old plants and sells them as Potted Plants; and so they are, but what are they worth compared with POT GROWN that are **grown right**. We grow ours **right**; we sink a thumb pot into the soil beside the mother plant and fill the pot with rich potting earth, same as florists use, and then take the young plant before it roots and place it in the pot, watering it every day; in about 15 days it is rooted and ready to ship to my customers. When a person puts out good money for plants he wants **GOOD** plants. It is really much easier to have something worth selling and sell it than to try and make people believe that what you have is worth their buying—when it is not!

## 15 Strawberries to the Quart

\$500 FROM HALF AN ACRE

That is the Record of the RYCKMAN STRAW-BERRY Under Ordinary Farm Culture

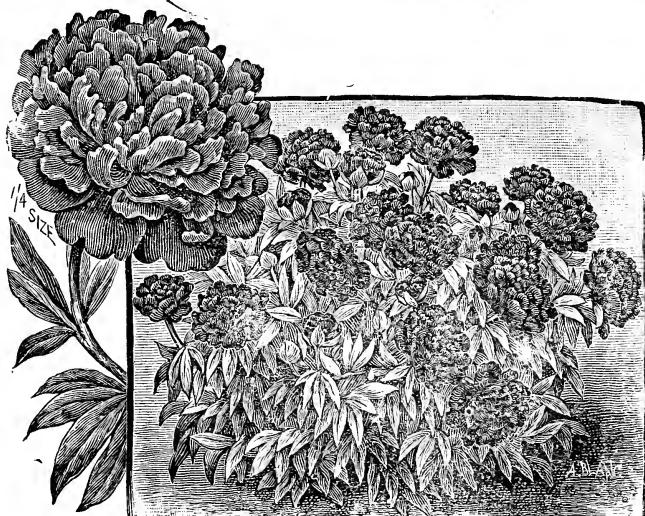
Its great size and productiveness, thrifty growth, and delicious flavor make it one of the most valuable berries ever grown for business purposes. Many extensive growers say that it produces even larger crops the second year than it does the first. It is also noted as an extremely valuable variety for poor soils and for fruiting continuously on the same ground for several years. It is per-



fect flowering and mid-season. Personally I know nothing about this berry. The plants are all in the hands of the originator and all orders I receive will be mailed to him and be shipped to my customers direct from headquarters.

50c. doz., \$2.50 per 100, \$20 per 1000.

## HERBACEOUS PEONIES



It is surprising that these elegant plants are not now grown more generally than they are, as there is no plant that produces the effect on a lawn that these do. They are absolutely hardy everywhere, have no insect enemies, and always live and grow in beauty from year to year. They bloom in June and July. The flowers are well adapted for cutting.

**Festiva Maxima.** In some respects this is yet a peerless flower—queen of the whites. Though introduced 56 years ago it is almost impossible to supply the demand. Some one remarked at the great Boston show that if this flower was of recent introduction it would be readily sold at \$5 per root. It stood well to the front with all the new and beautiful candidates for popular favor. It is an immense white flower with drops of carmine sprinkled in the center. Early bloomer and a good keeper. September is the best time to set the Peony. Price for good strong roots, 50 cents.

---

---

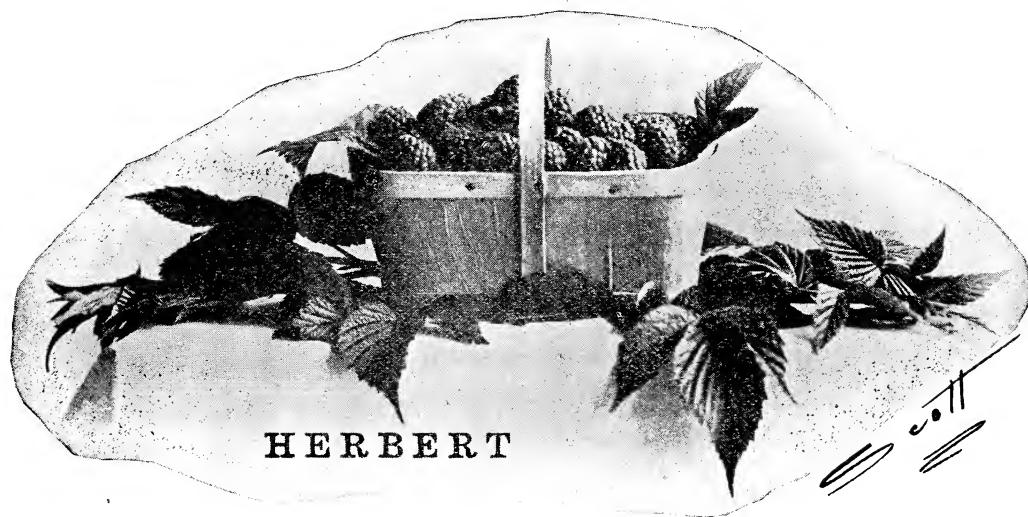
## RASPBERRIES

---

---

### The Herbert Raspberry

I have discovered the best raspberry ever grown. It is a giant, as sweet as honey and as delicate in flavor as a maiden's kiss. It is as big as the end of a man's thumb. The berry is of fine texture, remarkably juicy, rich in color and keeping qualities, and a wonderful yielder. If you live near a large town no crop grown will return more dollars and cents. It will average twice the yield that the strawberry will and will sell for twice the amount. I shipped Herbert raspberries to Hall & Cole, Faneuil Hall Market, last season and they sold from 12 to 14 cents per pint basket. How is that for high? With a yield of 8,000 quarts, 16,000 pints per acre, such a crop is richer than a gold mine in the Klondike—and will not have any freeze in it, either.



Pint Basket taken July 20, 1912. Take note of the size of the Berries

Remember you must live near a ready market in order to be able to sell in the afternoon what you pick in the forenoon. Then the money will roll in like the torrent of a Niagara and will not come driveling in as it does from many crops. The **Herbert** will sell for the same price day in and day out ; there will be no glut in the market, as is so often the case with the strawberry, forcing the price down to vanishing point and sending you home dead broke. Take the **Herbert** raspberry to the market and you go home with a pocketbook stuffed as full as a stuffed goose.

One acre of the **Herbert** will yield larger returns than one and one-half acres of the best strawberry ever grown. The **Herbert** will stand the New England winter where the thermometer goes up to the sweating point and then DOWN, DOWN to the freezing point of Iceland.

If you are a young man set out an acre of the **Herbert**, keep pour hoe busy, in two years marry the best girl you can tie up to (if you are worthy) and live off the constant inflow of

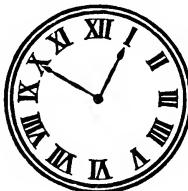
**Money from the Herbert Raspberry**

Pratt's Summer and Fall Catalogue, 1914.

---

---

It's 10 to 1



**That one can make more money growing the  
Herbert Raspberry than ever was made growing  
the Strawberry and with half the labor.**

For six weeks in June and July, 1911, we had but very little rain and yet the Herbert did not mind it a bit but just threw out fine first-class fruit and lots of it. In 1913 it was very, very dry, but the Herbert Raspberry went about its business giving out large fine berries that sold at wholesale in Boston for 14 cents per pint. Just think, 8000 quarts at 28 cents per quart. Over \$2000 per acre. What on earth pays as well?

One thing about the Herbert Raspberry, you can pick the patch over every day and get as many one day as another, and as fine fruit the last day as on the first. With the strawberry the fruit grows smaller at each picking.

I have no hesitation in saying that there has never been a raspberry put on the market in the United States or Canada that has proved so universally successful as the Herbert. From all over the continent—North, South, East, West—comes most flattering accounts of its behavior from the most uninterested authorities in each of the two countries. Kansas is the only state from which we get a report detrimental to this great berry, one man there reporting that it was not hardy in that state. There may be something in the climate of that state that kills a plant that is hardy in Peace River territory, where the thermometer goes to 59 degrees below zero; but the fact that thousands of spurious plants have been sold, some even by one of the largest nurseries on the continent, led me to believe that the plants grown in Kansas were not true Herbarts. Twelve plants were mailed to the Government Experimenter at Fort Vermillion, Peace River Territory, 400 miles directly north of Edmonton, Alberta, in the spring of 1908, 1100 miles nearer the North Pole than Boston. After travelling nearly 3000 miles by train in a mail bag, they had 700 miles to go by team on the trail, which left them very late in arriving, and not in the best condition, but four plants survived and made a nice growth, which stood that winter and had about a pint of fine fruit the next summer. The thermometer there registered 51 degrees below zero in December and 59 below in January and February.

From Bulletin No. 56 by W. T. Macoun, horticulturist at the Central Experimental Farm at Ottawa, I take the following list of yields, which is the average from 12 plants for three years:

Herbert . . . . . . . . . . . . . . . .	36 lbs. 7 3-4 oz.
Turner . . . . . . . . . . . . . . . .	15 lbs. 13 oz.
Herstine . . . . . . . . . . . . . . . .	14 lbs. 4 oz.
Columbian . . . . . . . . . . . . . . . .	11 lbs. 9 1-4 oz.
Marlboro . . . . . . . . . . . . . . . .	7 lbs. 12 1-2 oz.
Loudon . . . . . . . . . . . . . . . .	7 lbs. 12 oz.
Schaffer . . . . . . . . . . . . . . . .	6 lbs. 10 1-2 oz.
King . . . . . . . . . . . . . . . .	5 lbs. 15 oz.
Golden Queen . . . . . . . . . . . . . . . .	4 lbs. 15 1-2 oz.

(Cuthbert has been a failure, owing to winter injury to the canes)

From this table we see the enormous superiority in yield of Herbert over all other varieties. Professor Bailey, one of the best authorities in the world, places the average crop of raspberries per

## Pratt's Summer and Fall Catalogue, 1914.

acre at from 54 to 100 bushels. Estimating the average yield, as reported by 56 growers, Card found the average to be 69 bushels per acre. But at the Experimental Farm, Ottawa, 1904, Herbert produced at the rate of 319 bushels and 26 lbs. per acre, or nearly five times as much as the average. This is simply wonderful. Imagine a pile of raspberries twice as large as the average crop of potatoes coming off the same amount of ground. My stock is absolutely pure. I got my original plants from headquarters in Canada.



Herbert Raspberry Field taken July 16

I have always set my plants 3 feet apart in the rows and the rows 6 feet apart, taking 2420 plants per acre. All I set after this will be 5 feet by 3 feet, 2904 plants per acre, and it would not be any too close and will give so much more to fruit.

Price 50 cents per doz., \$2.50 per 100, \$10 per 1000

BOSTON, JULY 26, 1913.

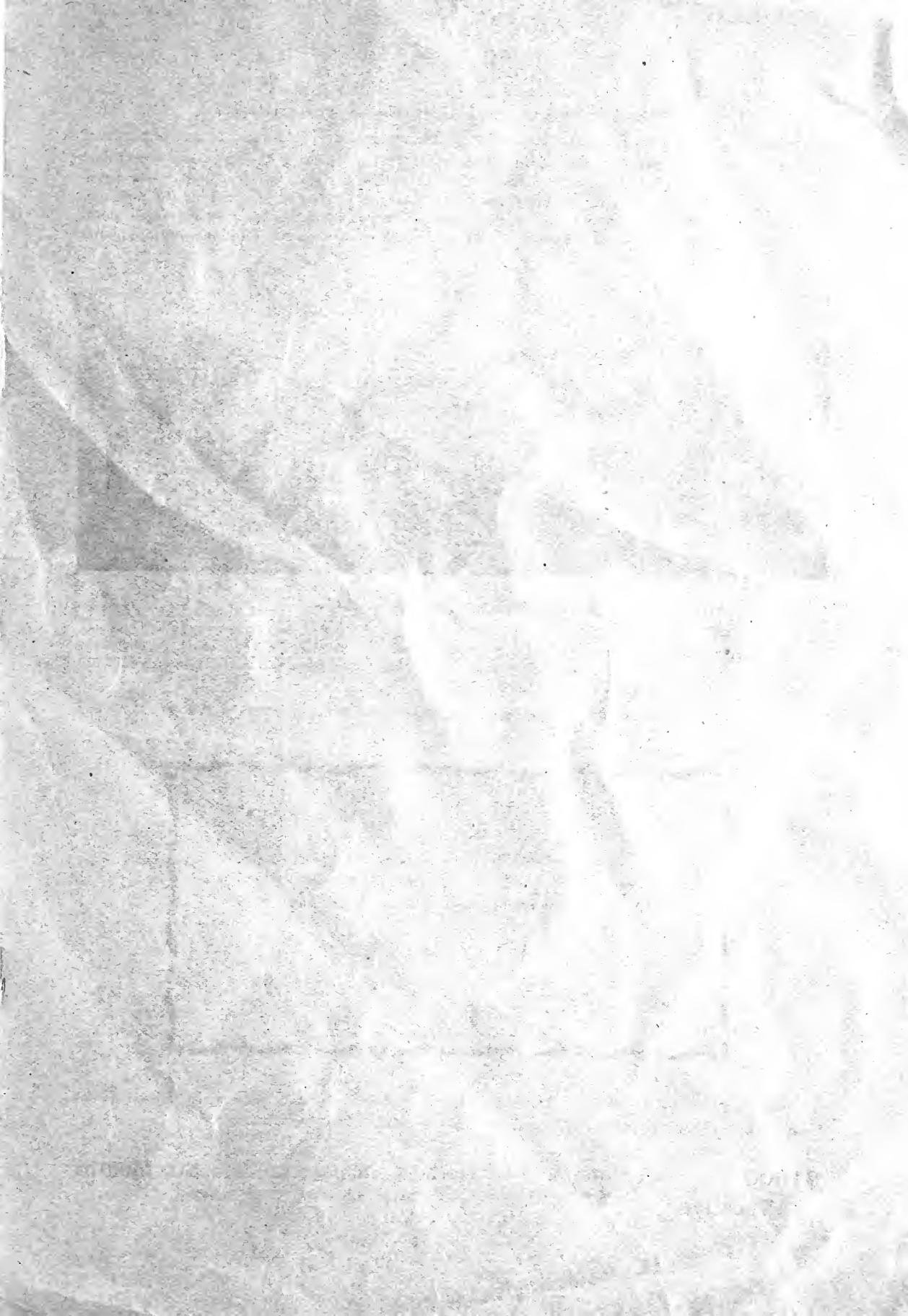
We have handled the Herbert Raspberry this season for C. S. Pratt and it is one of the finest raspberries sold in the Boston market and readily sold for from 12 to 14 cents. Pint basket.

HALL & COLE,  
Commission Merchants.

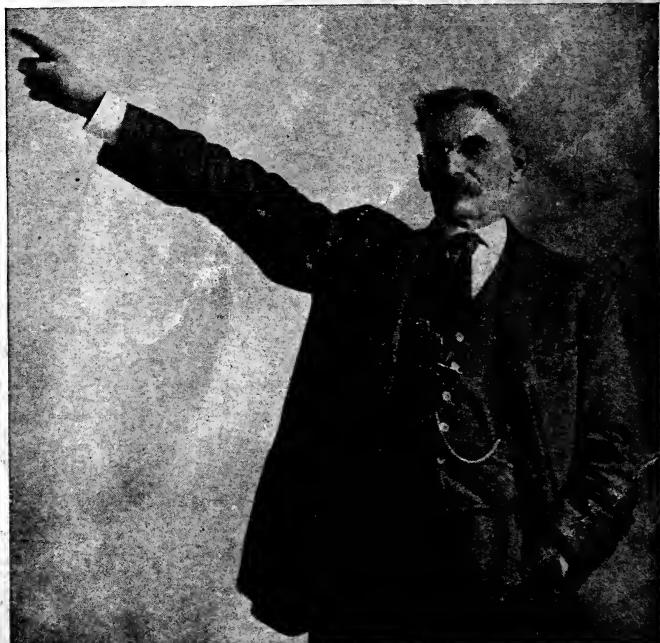
101 Faneuil Hall Market.

Fortune knocks at every man's door, and this is one of her knocks at your door. If you do not heed her knock you may have a call from her daughter, MISS Fortune.

**\$1000 a year for one acre of Herbert Raspberries, and Six Months Vacation.**



Last of October and first of November is by all odds the best time to set Raspberry Plants. This Spring I set 4 acres in the month of May and 15 per cent. of them died. I have set plants several times in the Fall and never lost over 2 per cent. Another thing, one has more time to do this work and the ground is in better condition.



## SUMMER AND FALL, 1914.

After September 1st, I will furnish common LAYER PLANTS of the following varieties: Sample, King Edward, Meteor, Ryckman and Marshall, at 25 cents per dozen, \$1.00 per 100, post paid. I would not advise anyone to get layer plants. Potted plants are far superior. Pay the difference and get something you are sure of.